

# Substance Abuse Prevention

## Environmental Prevention Needs Assessment Workbook SFY2014



### Part 3 Analysis & Recommendations

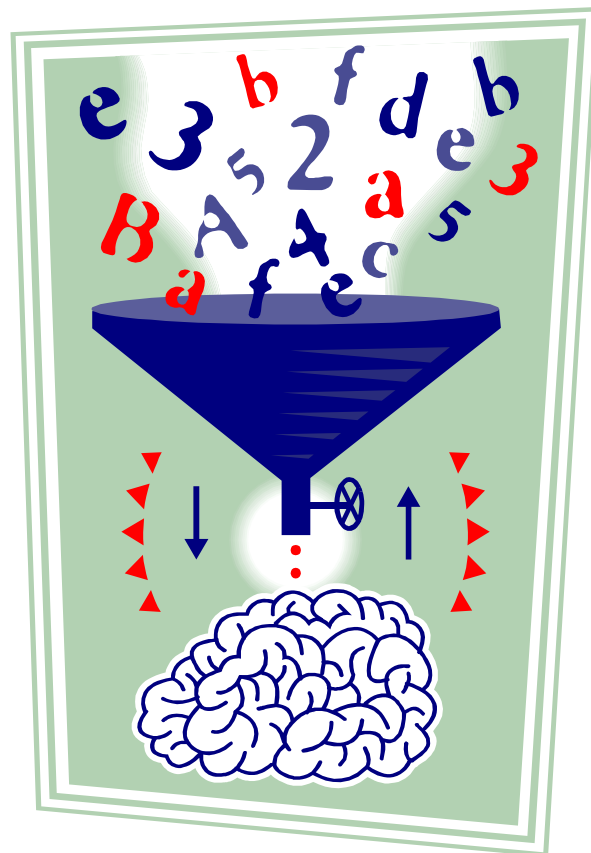
Glacier County

Version 1  
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# Problems



**Task One:**  
**Explore Consequence and Consumption Data in Your Community**  
**in Order to Identify What Problems are of Greatest Concern**

## CONSEQUENCES – PART 3

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Alcohol-related consequences are defined as the social, economic and health problems associated with binge drinking. This first section looks at the alcohol-related motor vehicle crash data and will help you understand the impact or consequence this has on your community. While it is recognized that not all communities will experience exactly the same impact, the consequence this project is focused on reducing is motor vehicle crashes.

### Motor Vehicle Crashes

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One of the major consequences of drinking alcohol is motor vehicle crashes resulting in injury and death. Drinking and driving have significant negative consequences for Montana's population. Your task will be to use the motor vehicle crash information for your community, rate the data and compare it with the state data using Workbook Part 1 - Tables 2 through 4.

#### **QUESTION 1 Motor Vehicle Crashes**

Based on Tables 2 through 4 and any other local data, how do alcohol-related motor vehicle crashes in your community compare to alcohol-related motor vehicle crashes across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

From 2008-2012 rates for alcohol related crashes with injuries for all races in Glacier County has a significantly higher rate than the rate across the state. Glacier had a rate of 265.00 injuries for every 100,000 people compared with 119.96 across the state of Montana. In 2008, for every 100,000 residents there were 427.19 crashes compared with the state at 170.11. From 2008-2012 rates for alcohol related crashes with fatalities for all races in Glacier County were 19.35 per 100,000 compared with at the state for 8.60 per 100,000 people. Glacier County has had one alcohol related crashed with fatalities in Native Americans in 2008 which is a rate of 7.63 people for every 100,000. This is a high rate when compared with the state at .30 people for every 100,000. There is no DUI task force in Glacier County to help combat drinking and driving.

## **Underage Drinking and Driving**

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### **QUESTION 2 Underage Drinking and Driving**

Based on Tables 5 through 7 and your community's own local data, how does underage drinking and driving in your community compare to drinking and driving across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

The rate of drinking and driving reported in the Montana Prevention Needs Assessment (MPNA) by Glacier County students has been more than the state rate since at 2010. Glacier County's rate increased from 10.2% in 2008 to 13.3% in 2012. Montana's rate has decreased from 14.1% in 2008 to 9.3% in 2012. Rates for Native American have also dropped from 2008 but still remain higher than all races combined. According to the 2013 YRBS (Youth Risk Behavior Survey) 16.6% of Urban and Reservation Native Americans reported they had driven a vehicle when they had been drinking. This is compared to 12.6% of students reported at the state level in the same year.

## **High School Students Riding in Car Driving by Someone Who Has Been Drinking**

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### **QUESTION 3 High School Students riding in a Car Driven by Someone Who Has Been Drinking**

Based on Tables 8 through 10 and your community's own local data, how does high school students riding in a car driven by someone who has been drinking in your community compare students riding in a car driven by someone who has been drinking across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

In 2008, .16.4% more Glacier County students reported riding in a car driven by someone who had been drinking than did their peers across the state. From 2008 to 2012, the rate of this risk behavior decreased by 9.1% for Glacier County students and by 7.8% for Montana high school students. In 2012, 40.4% of Glacier County students reported riding with a drinking driver compared to 25.3% of Montana high school students. The difference in rates between Glacier County and Montana students is significant. There is a significant problem with Native American students who rode with someone in a vehicle who had been drinking vs all other races. In 2012, 27.2% of Urban area Native Americans had reported riding with someone who had been drinking and 31.9% of Reservation area Native Americans had reported riding with someone who had been drinking. This is in comparison to 24.5% state wide.

## **Final Consequence Question**

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### **QUESTION 4**

Based on all of the consequence data analyzed here and your answers to Questions 1 through 3, how is motor vehicle crashes, underage drinking and driving, and high school students riding in vehicles driven by driver who had been drinking impacting your community? Explain the rationale for your response.

Glacier County has no DUI Task Force to help set social standards in regards to drinking and driving. They are also not in place to help pass policy in regards to drinking and driving. A significant portion of students reported having ridden in a vehicle with someone who had been drinking. These set standards that this is acceptable to drive while and/or after consuming alcohol. It sets the social norm that alcohol and driving is an acceptable combination.

## **CONSUMPTION – PART 3**

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This section looks at consumption data and will help you identify which alcohol-related consumption problems are greatest in your community. Consumption data includes binge drinking, underage drinking and driving, and high school students riding in cars driven by someone drinking. While it is recognized that not all communities will experience exactly the same problems the specific focus will be binge drinking.

## **Underage Binge Drinking**

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### **QUESTION 5 Underage Binge Drinking**

Based on Tables 11 through 14 and your community's own local data, how does underage binge drinking in your community compare to underage binge drinking across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

From 2008-2012, the percentage of students that reported they binge drank in the last two weeks has decreased in Glacier County from 28.9% to 26.3%. Montana has also decreased students who reported binge drinking in the last two weeks from 24.5% in 2008 to 21.2% in 2012. In 2012, 22.2% of Native American students reported they binge drank in the last two weeks. This is a lower rate than students of all races in Glacier County and very close to the rate for Montana. The rate for Native Americans reporting binge drinking has increased from 20.9% in 2008 to 22.2% in 2012. According to the YRBS binge drinking increases among Native American Youth when they report binge drinking in the past 30 days. In 2009, 34.6% of Urban area Native Americans reported binge drinking in the past 30 days and 38.3% of Reservation area Native Americans reported binge drinking in the past 30 days compared with 30.1% of Montana students. These rates did decrease to 30.1% of Urban area Native Americans, 25.2% of Reservation area Native Americans and 23.5% of Montana students.

## **Adult Binge Drinking**

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### **QUESTION 6 Adult Binge Drinking**

Based on Tables 15 and 16 and your community's own local data, how does adult binge drinking in your community compare to adult binge drinking across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Not available at this time. Will work on this for FY15.

## **Underage Drinking (30 Day Use for Alcohol)**

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**QUESTION 7 Underage Drinking** Based on Tables 17 through 19 and your community's own local data, how does underage drinking in your community compare to underage drinking across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Since 2008, the percentage of students drinking in the past 30 days for all races has stayed steady at 37.7% with a .2% difference in 2012. The percentage of students drinking in the past 30 days is 2.8% higher in Glacier County than in Montana in 2012. According to the YRBS in 2013, 39.7% of Urban area Native Americans reported drinking in the past 30 days compared with 36.0% of Reservation area Native Americans and 37.1% of Montana students.

## **Prescription Drug Abuse by Youth (30 Day Use)**

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### **QUESTION 8 Prescription Drug Abuse**

Based on Tables 20 and 22 and your community's own local data, how does the data about prescription drug abuse by youth in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

In 2012, 5.4% of Glacier County students reported using prescription drugs in the past 30 days while across the state only 3.5% of students reported using prescription drugs in the past 30 days. From 2008-2012, Glacier County students have decreased their use of prescription drugs from 7.5% to 5.4% while Montana students have reported a decrease from 4.0% in 2010 to 3.5% in 2012. According to the YRBS in 2013, 25.2% of Urban area Native Americans reported drinking in the past 30 days compared with 19.7% of Reservation area Native Americans and 18.4% of Montana students.

## **Final Consumption Question**

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### **QUESTION 9**

Based on all of the consumption data analyzed here and your answers to Questions 5 through 8, how are underage drinking, binge drinking, and prescription drug abuse impacting your community? Explain the rationale for your response.

Underage drinking and underage binge drinking are staying at the same rate among all races. Prescription drugs are decreasing, but it is still higher than the rate at the state level. More education and policies need to be done concerning all these issues to have the rates start to decrease. The only rate that is increasing is Native American students who binge drink in the past two weeks.

## **RISK FACTORS - PART 3**

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### **Perception of Parental Disapproval/Attitude**

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#### **QUESTION 10 Parental Attitudes and Disapproval**

Based on Table 23 and your community's own local data, how does the data about parental attitudes and disapproval towards alcohol/drug use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

From 2008-2012, the percentage of students perceive parental disapproval towards alcohol/drug use for all races has increased from 88.7% to 93.1% in Glacier County. Montana students have reported an increase from 80.2% in 2008 to 81.8% in 2012.

### **Perception of Peer Disapproval/Attitude**

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#### **QUESTION 11 Peer Attitudes and Disapproval**

Based on Table 24 and your community's own local data, how does the data about peer attitudes and disapproval towards alcohol/drug use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

From 2008-2012, the percentage of students perceive peer disapproval towards alcohol/drug use for all races has increased from 60.8% to 71.3% in Glacier County. Montana students have reported an increase from 55.8% in 2008 to 66.7% in 2012.



## **Perceived Risk/Harm of Use**

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### **QUESTION 12 Perceived Risk/Harm of Use**

Based on Tables 26 through 30 and your community's own local data, how does the data about perceived risk/harm of use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

There was no great difference between the percentage of Glacier County students and Montana students who perceive risk/harm in having 5+ alcohol drinks every weekend. Approximately 76% of Montana students believed binge drinking on the weekend was harmful while 77.3% of Glacier County students believe the same. 70.1% of Glacier County students perceived 1-2 drinks as harmful every day while only 64.1% of Montana students thought the same. In 2008, 35.5% of Glacier County students believed it was cool to drink. By 2012, 17.8% of Glacier County students believed it was cool to drink alcohol. This is 5.7% lower than Montana students reported of the same year. In 2008, 72.6% of Glacier students believed it was wrong to drink alcohol. By 2012, 82.2% of Glacier students believed it was wrong to drink alcohol while 71.6% of Montana state students reported the same. Even with these high perceptions, it is still considered the norm to drink underage in Montana

## **Family Communication around Alcohol/Drug Use**

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### **QUESTION 13 Family Communications around Alcohol/Drug Use**

Based on Table 25 and your community's own local data, how does the data about family communication around alcohol/drug use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

The percentage of students who have talked with a parent about the dangers of alcohol or drug use in the past 12 months in Glacier County in 2012 is 75.4% compared with 61.0% across Montana. Glacier has 14.4% higher rate of parents that talk with their kids about alcohol and drugs than the state. It has increased from 34.3% in 2008 to 75.4% in 2012 in Glacier County while the state has stayed consistent around 60%.

## **Alcohol Use is Causing Problems in Areas of Financial, Legal, Emotional, etc.**

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### **QUESTION 14 Alcohol is Causing Problems in Areas related to Financial, Legal, Emotional, etc.**

Based on Table 31 and your community's own local data, how does the data about problems related to financial, legal, emotional, etc., around alcohol/drug use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

In 2010, 8% Glacier County students believe that alcohol is causing problems in areas related to financial, legal, emotional, etc. for all races. This is the same rate that Montana students reported. This is the same for 2012. The MPNA data for 2008 was incomplete. The only data available is 10<sup>th</sup> graders. They reported that only 5.9% believed that alcohol causes problems while 11.7% of Montana 10<sup>th</sup> graders believed the same.

## **Final Risk Factors Question**

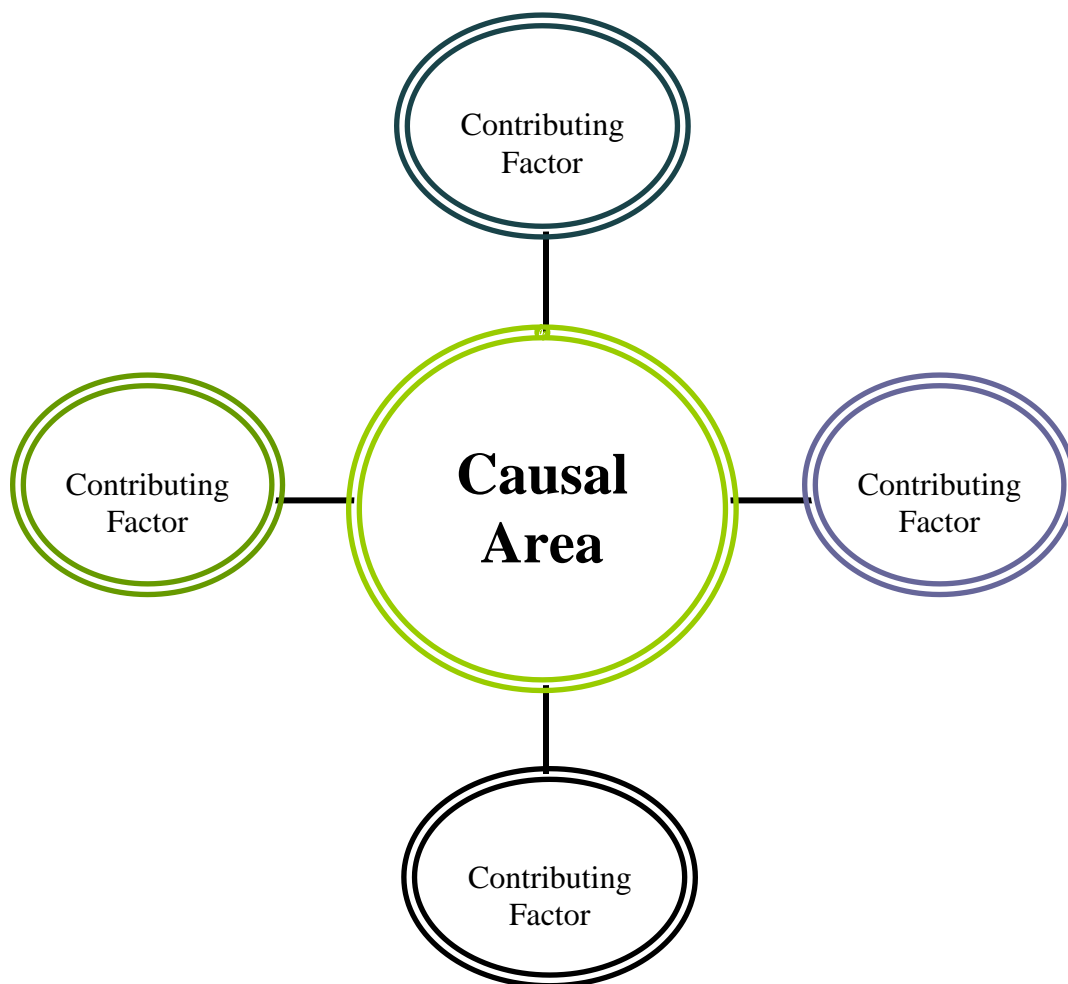
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### **QUESTION 15**

Based on the risk data collected in questions 10 through 14, how is your community affected by the risk factors outlined above? Explain the rationale for your response.

The perceived risk/harm exists in Glacier County. A majority of parents talk with their children about the dangers of alcohol and drug use. These perceive risks/harms do not show in the MPNA data. Rates are high among alcohol and driving. And the rates for binge drinking and underage drinking are very close to the rates at the state even though perception of risk/harm is higher.

# Causal Areas



**Task Two:**  
**Gather Data on Four Causal Areas**

## RETAIL AVAILABILITY – PART 3

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### Compliance Checks

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The selling of alcohol to minors or to individuals who are intoxicated can contribute to the misuse of alcohol in your community. One measure of this is the failure of compliance checks by retail outlets. Collect the following data for your community. If compliance checks are conducted by more than one agency, it will be necessary to collect data from multiple law agencies in your community (Sheriff, Deputy, City Police, Tribal Law Enforcement, and Highway Patrol). In some counties, the DUI Task Force may have compliance check data available.

#### **QUESTION 16 Compliance Checks**

Based on Workbook Part 2 (Local Data) - Table 2-3 does the failure percent seem to be rising or staying the same. Discuss the impact this may be having on your community.

Compliance checks are not done in Glacier County.

#### **QUESTION 17 Compliance Checks**

If your community does not do compliance checks, does them infrequently, or if residents have no knowledge of the results of compliance checks, how might this affect binge drinking and drinking & driving in your community? Please the rationale for your response.

Compliance checks lead to a decrease in alcohol availability and a decrease in alcohol availability leads to a decrease in use by youth. This way the youth has no access to the alcohol if the stores know that they need to card every person who comes to their establishment to buy alcohol. This will stop youth from being able to purchase alcohol and even stop them from trying to buy it. Compliance checks are an important part of environmental prevention

## **Alcohol Seller/Server Training**

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### **QUESTION 18 Alcohol Merchant Retail Sales Training**

Discuss the trends shown in Workbook Part 2 (Local Data) - Table 2-4. How does the number of Alcohol Merchant Retail Sales Trainings and number of people trained vary over time? Is this trend consistent with the relative growth rate of alcohol licenses and the turn-over rate of alcohol servers in your community? Discuss the implications of this trend for binge drinking and drinking and driving in our community.

Data was only available for 2012. There were 8 trainings held in 2012 with 109 people trained. This will help to lower binge drinking and drunk driving in Glacier County by limiting how much alcohol people consume. Servers are more prepared to stop over service.

### **QUESTION 19 Alcohol Merchant Retail Sales Training**

If your community does not hold RBSS trainings, how might this affect binge drinking and drinking and driving in your community?

RBSS trainings are held in Glacier County.

## **Retail Availability Questions**

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### **QUESTION 20**

Based on information gathered about liquor licenses Workbook Part 1 - Table 32, alcohol compliance checks, Alcohol Merchant Retail Sales Trainings and other local data, what are the retail-availability problems that might contribute to binge drinking and drinking and driving and their consequences in your community? Explain the rationale for your response.

In Glacier County there are 23 liquor licenses. That is one license for every 167.75 people. And even though there are no compliance checks being done at this time. There are plenty of opportunities for youth to have access to alcohol through retail availability. There are no compliance checks being done to make sure the appropriate trainings and education has been done.

**QUESTION 21**

Based on the above considerations, to what degree do you believe retail availability is impacting the binge drinking and drinking and driving and its consequences in your community? Place an "X" on the scale below. Explain the rationale for your response.

No impact										Major impact
0	1	2	3	4	5	6	7X	8	9	10

Compliance checks are not done in Glacier County and that is a great way to keep alcohol from getting into the hands of underage drinkers. This can lead to higher rates of binge drinking and drunk driving. RBSS trainings are being held to help education retailers who sell alcohol. It does help to equip sellers with the tools they need to stop over service and underage selling.

## **CRIMINAL JUSTICE – PART 3**

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### **QUESTION 22 Conviction Rates**

Based on Table 2-5, discuss the impact the conviction rate may be having on your community.

Not available at this time. Will be working on this for FY15.

### **QUESTION 23**

Based on Workbook Part 2 Table 2-6, identify any specific type of crime that has a conviction or dismissal rate noticeably different than others.

Not available at this time. This will be focused on to report in FY15.

## Key Informant Interviews with Law Enforcement

As part of this environmental assessment you will need to conduct interviews of key law enforcement officers. If your jurisdiction is served by both a police department and a sheriff's department you are encouraged to do an interview with both the Chief of Police and the Sheriff but consider what interviews would be the most appropriate and informative for your community. Other law enforcement to consider includes Tribal Law Enforcement, Highway Patrol, Code Enforcement, Fish and Game or Forest Service.

### **QUESTION 24 Key Law Enforcement Interviews**

Based on your interviews with law enforcement officers others on this topic, what efforts are your law enforcement agencies pursuing to address binge drinking and drinking and driving in your community?

Not available at this time. This will be focused on to report in FY15.

### **QUESTION 25 Key Law Enforcement Interviews**

Based on your interviews with law enforcement officers others on this topic, what efforts are your law enforcement agencies NOT pursuing to address binge drinking and drinking and driving in your community? What appears to be the primary reasons they are not pursuing identified efforts?

Not available at this time. This will be focused on to report in FY15.

## Use of Local Ordinances

### **QUESTION 26 Use of Local Ordinances**

Based on Workbook Part 2 (Local Data) - Table 2-7, discuss the application or enforcement of each ordinance that exists in your community. Is the ordinance applied consistently? Is use of the ordinance visible to the community? Does law enforcement view it as a useful tool in addressing alcohol-related problems?

The city of Browning has four local ordinances that address alcohol. One is that any person or business brewing or selling alcohol must also have a Town of Browning permit along with other permits that are required by the state. This also applies to special alcoholic beverage license. An applicant must also have a special permit from the Town of Browning. Browning also prohibits the sale of alcoholic beverages on Christmas, Easter and Thanksgiving. And the fourth ordinance is that the local fee for selling alcohol is \$100.00 per year.



The city of Cut Bank also has local ordinances that address alcohol. There is a city license fee as follows: beer retailer's fee is \$100.00, beer and wine retailer's fee is \$200.00 and beer, wine and liquor retailer's fee is 312.50. There is also an open container ordinance prohibiting public drinking and public display or exhibition of beer or liquor within the city limits.

At this time the knowledge is limited on the effectiveness of ordinances and the consistency of which they are enforced. This will be reviewed for FY15.

#### **QUESTION 27 Use of Local Ordinances**

Are there ordinances which do not exist in your community but which may be especially effective in addressing your binge drinking or drinking and driving in your community? If so, which ones, and why?

Social host ordinances would be effective in addressing binge drinking in Glacier County.

### **Other Local Data: Criminal Justice**

Feel free to consider other local data that will help you better understand how and to what extent criminal justice issues in your community may contribute to binge drinking and its consequences in your community. For example, you may have information on a local DUI Taskforce that exists and its activity level. You may be able to assess information from your local drug courts. If you have other local data, describe the results here.

### **Criminal Justice Questions**

#### **QUESTION 28**

Based on information gathered from alcohol conviction rates, use of local ordinances, key law enforcement interviews and other local data, how might the local criminal justice system be contributing to binge drinking and its consequences in your community? Provide the rationale for your response.

Not available at this time. This will be focused on to report in FY15.

#### **QUESTION 29**

Based on the considerations in Question 21, to what degree do you believe the concerns around criminal justice are contributing to binge drinking and its consequences in your community? Place an "X" on the scale below. Provide the rationale for your response.

No impact  
0      1      2      3      4      5X      6      7      8      9      10  
Major impact

This number is based on that there are a number of ordinances in place that address alcohol. But since there is limited knowledge on how effective they are and if they are consistently enforced.

### **SOCIAL AVAILABILITY – PART 3**

Social availability includes the obtaining of alcohol from friends, associates and family members, but it also refers to the availability of alcohol at gatherings such as parties and other social events where the alcohol is provided as part of the event.

#### **QUESTION 30 Prevention Needs Assessment**

Based on Tables 35 and 36, how does student perception of being caught for drinking in your community compare to the perception across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

The perception for getting caught drinking alcohol by the police in Glacier County has decreased. It is about the same perception in Glacier County than across the state. Overall in 2012 28.6% of students the perception of getting caught by the police as compared to 26.2% across Montana. For all grades from 2008-2012 the perception for getting caught drinking by police while drinking has been higher than across Montana, but still has been decreasing in Glacier County.

The percentage of students who have the perception of getting caught drinking alcohol by their parents is about the same overall in Glacier County vs. across the state. And since 2008 the percentage rate has increased from 49.9% to 53.6%.

There is a big gap overall between perception of getting caught drinking alcohol by the police and getting caught drinking alcohol by parents. It makes sense that the youth would have a higher perception of getting caught by parents. The parents are the ones who set the rules and norms about alcohol use. The parents are also the ones who are visible to the youth. And there are more parents than law enforcement.

### **Social Availability Questions**

**QUESTION 31**

Based on information gathered from law enforcement interviews, public opinion surveys, the Prevention Needs Assessment, and other local data what are the concerns around social availability that might contribute to binge drinking, drinking and driving, and respective consequences in your community? Provide the rationale for your response.

In 2012 in Glacier County 58.6% of students believe they could get alcohol easily compared with 66.6% of students across Montana. In previous years Glacier County was very also lower when compared Montana in believe alcohol could be easy to obtain.

**QUESTION 32**

Based on these considerations, to what degree do you believe social availability is impacting binge drinking and drinking and driving and its consequences in your community? Place an "X" on the scale below. Provide the rationale for your response.

No impact

0      1      2      3      4      5      6X      7      8      9      10

Major impact

Students in Glacier County have about the same perception of getting caught by their parents as student across the state. This is also the same for perception of getting caught by law enforcement. The two are very close to being the same percentage of students. PNA data also shows that students who could easily get alcohol was lower than that across the state. This means it is harder for students to get alcohol than across the state. Also no social host exists, which would help to decrease social availability.

## **PROMOTION – PART 3**

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Promotion refers to attempts by alcohol retailers and the alcohol industry to increase demand through the marketing of their products. Once again, this will require some original data collection to acquire a sense of the depth and potential impact of various marketing tactics surrounding alcohol in your community.

## **Advertising**

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### **QUESTION 33 Advertising**

Based on the data you collected regarding the level of advertising in local print media within your community, advertising via signage on buildings within your community and advertising via sponsorship of local events, is the overall level of alcohol advertising in your community excessive? Provide the rationale for your response.

The level of alcohol advertising in Glacier County is mildly excessive. There were 18% of buildings that had signage of alcohol and 5% of them had three or more. There were 27 billboards in Glacier County and zero of them had alcohol advertisements. One area that is excessive is sponsorship of local events. There were 84 community events with 30 of them having alcohol sponsors. In the Pioneer Press, over 4 weeks, they had 3 alcohol advertisements with one alcohol related news article. There were no alcohol advertisements in the Glacier Reporter with one alcohol news related article. The only excessive advertising was the Great Falls Tribune where one week they had 53 alcohol advertisements including promotional events. But this would make sense as the Great Falls tribune covers a wider area than just Glacier County.

### **QUESTION 34 Advertising**

Based on the data collected regarding the level of advertising in local print media within your community, advertising via signage on buildings within your community and advertising via sponsorship of local events, how might the magnitude of alcohol advertising in your community be impacting binge drinking and drinking and driving and its consequences?

The biggest impact that alcohol advertising has on Glacier County is through sponsorships of community events. There is a drinking culture surrounding community events. There are a lot of signs on buildings that show alcohol. It has a mild impact on binge drinking and drinking and driving through making it a social norm to drink. When people see that drinking is advertised in many places, it is setting a community standard that alcohol is important. This can increase binge drinking and drinking and driving.

#### **QUESTION 35 Alcohol-Related News Articles**

Based on the data collected regarding the number of news articles in contrast to the amount of advertising in local print media within your community, how do you think alcohol use is being portrayed? How do you think this is impacting binge drinking and drinking and driving in your community?

Total there were 114 alcohol advertisements in the four weeks with 49 of those being promotional events compared with 23 articles that were alcohol related in the Great Falls Tribune. In the Pioneer Press there were 3 alcohol advertisements with 2 of them being for promotional events compared with one article. This shows that there are a lot of events that are surrounded by alcohol. There are not a lot of articles that show the negative sides of alcohol when compared with alcohol advertisements. Alcohol is being portrayed by print media as fun and that you need it to have a successful event. It may have a high number of alcohol advertisements and portray alcohol without a lot of negative consequences, but it does not have a significant impact on binge drinking and drinking and driving. In the day and age of technology and social media, people do not get their news from newspapers anymore. They do not read the paper. They get their information from Twitter or Facebook and these are the news stories not the advertisements in the paper. More and more companies are starting to advertise on social media sites. This can actually make users more interactive with the companies by posting pictures of their product or signing up for drawings.

#### **Promotion Questions**

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#### **QUESTION 36**

Based on information gathered from sponsorships, advertising and other local data, what are the concerns around promotion that might contribute to binge drinking and drinking and driving and the associated consequences in your community? Explain the rationale for your response.

The major concern around promotion in Glacier County is the events that have alcohol at them. Over service happens a lot at these events which leads to increase in binge drinking and drinking and driving. And people believe that youth can easily access alcohol at events like this where this is not as much over sight as there would be in a regular bar setting.

#### **QUESTION 37**

Based on these considerations, to what degree do you believe promotion is impacting binge drinking and its consequences in your community? Place an "X" on the scale below. Explain the rationale for your response.

No impact											Major impact
0	1	2	3	4	5	6	7X	8	9	10	

The promotion is mildly excessive due to the fact of lots of signage of on buildings and a lot of sponsorships with alcohol companies for community events. A lot of community events happen around alcohol and usually those kinds of events are easy for youth to get a hold of alcohol. It can also help to attribute to binge drinking due to high amounts of alcohol that is served. A lot of servers don't pay attention at community events to over service, which can lead to people drinking too much. This can lead to increase in drunk driving as well.

### **SCHOOL POLICIES – PART 3**

#### **QUESTION 38**

Based on information gathered from your school districts, what are the concerns around how those policies contribute to either the underage substance use or reduce underage substance abuse and the associated consequences in your community? Explain the rationale for your response.

There are ATOD policies in Glacier County school districts that enforce ATOD policies. It does help to reduce underage substance abuse by setting clear guidelines that ATOD will not be tolerated. If they are caught they face suspension from school. They can also have loss of senior student privileges, loss of bus privileges and notification to authorities. There are no ATOD school programs.

### QUESTION 39

Based on these considerations, to what degree do you believe your school district's policies and programs in your community are impacting binge drinking and its consequences in your community? Place an "X" on the scale below. Explain the rationale for your response.

No impact  
0      1      2      3      4X      5      6      7      8      9      10  
Major impact

The school district policies in Glacier County help to have clear messages to students about what is acceptable in the school environment. They set clear guidelines that ATOD use will not be tolerated among the student population. It is also enforced at school sponsored events which sends the message that it will ATOD use will not be accepted at any school function. They do not have formal programs for schools.

## MEDICAL FIELD INFORMATION – PART 3

### QUESTION 40

Based on information gathered from local hospitals, pharmacies, and prescribers, what are the concerns around prescription drug about in your area? Explain the rationale for your response.

Not available at this time. This will be focused on to report in FY15.

### QUESTION 41

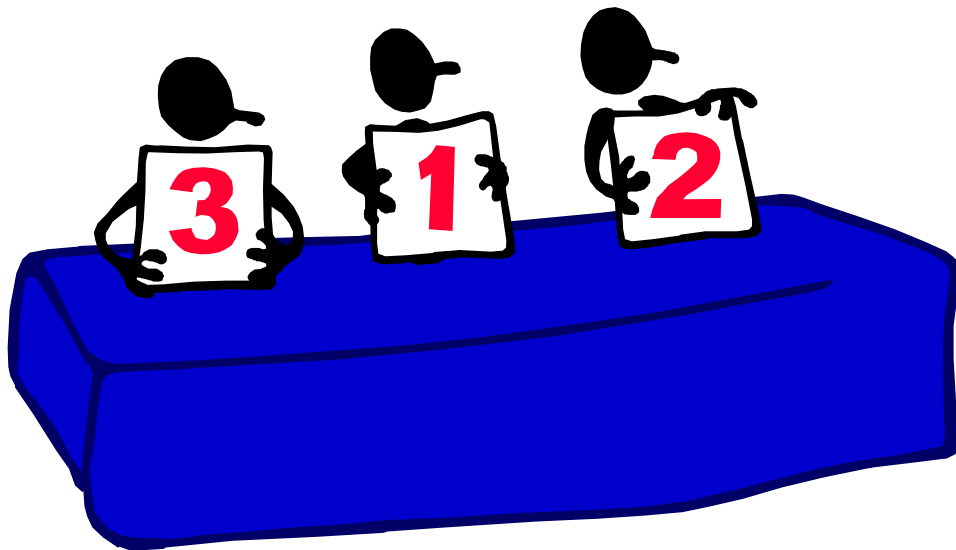
Based on these considerations, to what degree do you believe the medical field data you collect is impacting prescription drug abuse and its consequences in your community? Place an "X" on the scale below. Explain the rationale for your response.

No impact  
0      1      2      3      4      5      6X      7      8      9      10  
Major impact

This number is based on 5.4% of Glacier County students reported using prescription drugs in the past 30 days while across the state only 3.5% of students reported using prescription drugs in the past 30 days. This is a 1.9% higher rate among Glacier County students. Medical interviews need to be conducted in FY15 to get a more accurate picture of the problem.



# Prioritization



**Task Three:**  
**Rank the Four Causal Areas from the Greatest Contributor to Your  
Community's Problems to the Smallest Contributor**

## Prioritizing

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The next stage involves prioritizing the causal areas. The first step is achieved by placing the appropriate scores from Questions 14, 22, 25, and 29 next to its related causal area. Based on the scores, rank each causal area with 1 being the highest priority and 4 the lowest. In the case of a tie, decide which area is of higher priority for your community in relation to binge drinking, drinking and driving, and motor vehicle crashes. After having completed the ranking, explain the rationale for your rankings on the next page.

The prioritization will be the basis of for determining which combination of environmental prevention policies, practices and programs are strategically best for your community.

Score	Rank	Causal Area
8	1	Retail Availability
N/A	N/A	Criminal Justice
7	2/3	Social Availability
7	2	Promotion
4	5	School Policies
N/A	N/A	Prescription Drugs

**QUESTION 42**

Provide the rationale for your rankings of the causal factors.

Retail availability is ranked first. Compliance checks are not done in Glacier County and that is a great way to keep alcohol from getting into the hands of underage drinkers. This can lead to higher rates of binge drinking and drunk driving. Merchant education does help to combat these rates.

Promotion is ranked second and third. Overall the promotion is mildly excessive due to the fact of lots of signage of on buildings and a lot of sponsorships with alcohol companies for community events. A lot of community events happen around alcohol and usually those kinds of events are easy for youth to get a hold of alcohol. It can also help to attribute to binge drinking due to high amounts of alcohol that is served. A lot of servers don't pay attention at community events to over service, which can lead to people drinking too much. This can lead to increase in drunk driving as well.

Social availability is ranked second and third. Students in Glacier County have about the same perception of getting caught by their parents as student across the state. This is also the same for perception of getting caught by law enforcement. The two are very close to being the same percentage of students. PNA data also shows that students who could easily get alcohol was lower than that across the state. This means it is harder for students to get alcohol than across the state.

School policies are ranked fourth. The school district policies in Glacier County help to have clear messages to students about what is acceptable in the school environment. They set clear guidelines that alcohol and other drug abuse use will not be tolerated among the student population. It is also enforced at school-sponsored events which send the message that it will alcohol and other drug use will not be accepted at any school function. They do not have formal programs for schools.

N/A for prescription drugs and criminal justice as there is not enough information gathered to prioritize these two areas.

# Final Question



**Task Five:**  
**Determine What Combination of Causal Areas**  
**Your Community should Target**

## Your Final Conclusions

Now that you have considered the data surrounding your community's alcohol problems, as well as each causal area for these problems, you need to decide what to do. This decision will ultimately be part of your community's Strategic Plan and lead to very specific environmental evidence-based strategies for you to implement. For now, think about your data and especially your final rankings on page 66 as well as your resource assessment on page 69. Also, mull over the possible connections among the four causal areas. Would it be possible to target social availability without also targeting criminal justice/law enforcement? Will changes in retail availability necessarily require changes in the enforcement of policy? Now answer the following question.

### Final Needs Assessment Question

#### QUESTION 43

It is very unlikely that your community can or needs to address every causal area to impact existing binge drinking and drinking and driving problems. What combination of causal areas is most likely to produce changes in the environment which currently exists within your community? What specific causal factors will you target and why?

According to the prioritization of the causal area, Glacier County needs to focus on retail availability. There are no compliance checks being done in Glacier County. There needs to be compliance checks done by local law enforcement to help decrease the number of youth that are trying to buy alcohol. This will put in environmental prevention strategies that have been proven to combat underage drinking, binge drinking and drinking and driving. It will take some time for the data to reflect the education all alcohol sellers are receiving. As more education is received about compliance checks and RBSS trainings the data will start to reflect the changes that are going on in retail availability. This will help to bring down binge drinking rates.

The other causal area to focus on is promotion specifically when dealing with community events. Social norms need to change when dealing with community events. There are too many that focus on alcohol which is sending conflicting messages to our youth. Montana has a big drinking culture and a lot of what we do is surrounded by alcohol. We need to send clear messages to youth that you can have fun without using alcohol. And also not having as much signs on buildings that youth frequent like convenience stores.

Social availability is another area of focus. This would include assessing the readiness of the county for a DUI Task Force and also a social host ordinance that would help to decrease availability to youth.